SBSS Express Seminars System 7 Seminar Script.

SBSS Express Seminars System 7 Seminar Script

Over the years, Apple Macintosh computers have consistently been rated higher for user productivity than other PCs[1]. With System 7, a new version of the Macintosh operating system, Apple has taken productivity to exciting new levels. Not only does System 7 enhance existing Macintosh capabilities, like storing, retrieving and sharing files, it offers powerful new built-in features that let users do even more.

Finder™

There are simple-to-use yet powerful options for viewing, prioritizing and accessing folders and documents. For example, Alias lets you place shadows of applications or documents wherever you choose, and access the original whenever they're opened. There's also a new Find feature that quickly locates files on the hard drive or over a network, and automatically brings them to the desktop.

TrueType™

The advanced font technology of TrueType system software provides crisp, sharp type both on-screen and in print, in any size and with any Macintosh-compatible printer. TrueType fonts retain their sharp look at virtually any size.

Balloon Help™

To help both new and current users learn more about Macintosh and its applications, there's Balloon Help system software. It provides interactive coaching that describes what an item is and does — ideal for learning a new application or brushing up on others.

File Sharing

Macintosh was the first and is still the only family of personal computers to offer networking capabilities as standard equipment. Now with System 7 and built-in File Sharing, Macintosh users can exchange information and work together over a network without purchasing an additional computer or special software programs. Macintosh users can even share files and folders with MS-DOS users.

Multitasking

Macintosh has always allowed users to work the way they typically would — on several things at once. For example, users can write a report while looking at a spreadsheet for reference. With Multitasking, a standard System 7 feature, users can cut and paste information between open applications without having to close one first. The new system also saves time by handling work in the background. For example, a user can work on a document while the system takes care of time-consuming tasks like printing, copying, calculating, or sorting in the background.

Virtual Memory

Virtual Memory makes it possible to significantly increase your available memory. Virtual Memory uses your hard disk to extend the amount of real memory installed in your Macintosh. Users can run more applications or work with very large files without purchasing additional memory[2].

Publish and Subscribe

Users have always been able to copy and paste information easily among the thousands of programs available for Macintosh. Now Publish and Subscribe take cut and paste to a new level, providing live links that update documents automatically, even across a network. For example, users can automatically update a chart in multiple documents simultaneously. They can publish a chart from their spreadsheet and subscribe to it in a word processing report. Whenever the chart is updated in the spreadsheet, the chart in the word processing report will be updated automatically, saving more time and providing greater accuracy.

The result? System 7 has taken the powerful capabilities and ease-of-use of the Macintosh to higher levels by providing unlimited potential for personal and professional productivity. And that translates into the kind of functionality that can help a small business make the most of every resource it has: people, time and money.

At the end of the Business Solution demo is an upgrade guide entitled "Your Macintosh & System 7" which provides information on System 7 requirements. To use it, just point and click on the system you're interested in upgrading — the guide will tell you what the requirements are.

We hope you are as excited by the sales potential of these new features as we are. Because any customer can benefit from this information, the System 7 Business Solution Extension will be most effective when used in conjunction with any of the other industry-specific SBSS Business Solutions. The System 7 demonstration is designed to allow you to change the order of the demonstration or select specific sections that most interest your client by simply selecting an icon on the menu screen. We have continued to use our "Say This, Do This, Show This" format to provide easy-to-use instructions on the demonstration. The **"Say This"** column indicates suggested comments, the **"Do This"** column gives step-by-step instructions for navigating the System 7 HyperCard® demo, and the **"Show This"** column shows what will be seen on the screen.

Regardless of how you choose to use it, we are certain it will help you present clearly and effectively the enhanced efficiency, productivity and performance of Macintosh and System 7 to your small business customers.

How to Use the System 7 Demo

Launching the System 7 HyperCard Demo

To launch the System 7 demo, select both the System 7 Demo and the HyperCard application and either double click to open or choose Open from the File menu. Click "Start Demo" to advance to the Main Menu card.

General Tips

Main Menu – Allows you to navigate through the entire demonstration as appropriate for your prospect and can be accessed anytime **Main Menu** appears at the bottom of the screen. The menu has a button for each one of the seven features of System 7 and a **Quit Demo** button, which allows you to exit the System 7 HyperCard demo.

You can begin a feature demo by clicking on any one of the seven feature buttons. The introductory card you will see on screen has been provided as an overview. The "Say This" copy you will find in this guide has been written specifically for small business and will have a greater impact on your audience. At the beginning of every feature, you will have three options:

See Demo – Launches the animated demo. Once the demo has been activated, dialog boxes will appear on the screen. Once you review the dialog box you may click to continue ▶ whenever you are ready. Between dialog boxes, the animation will run continuously.

If you wish to skip through the animation, for example, to advance to the Main Menu button, you can do so by using either Command period (⌘.) or Command Q (⌘Q) on the keyboard.

At the end of each feature, the demonstration will automatically advance to the next feature listed on the Main Menu.

Note: The "Keyboard Navigation" sequence in the Finder demo shows icons being selected with the keyboard instead of the mouse. Due to the configuration of the demo, actually depressing the keys on the keyboard may cause the demo to quit. We suggest explaining the demo to your prospect and pointing out the use of the keys without actually doing so.

Next Feature – Allows you to advance to the next feature listed in the Main Menu.

Main Menu – Allows you to return to the Main Menu to choose your next feature or Quit the demo.

If you wish to Quit the demo while in a feature, advancing to the next feature will give you the option of returning to the Main Menu.

[1] The Peat Marwick Macintosh Effectiveness Study, 1987, Macintosh or MS-DOS?, 1990 and Macintosh or Windows 3.0?, 1991. ***Diagnostic Research, Inc.***
[2] Virtual Memory works on any Macintosh with a 68030 microprocessor (IIx, IIcx, SE30, IIci, IIfx). Macintosh II users can also use Virtual Memory by adding a memory management chip.
[3] System 7 can run on every Apple Macintosh computer built since 1986. All that's needed is a hard disk drive and two megabytes of memory.

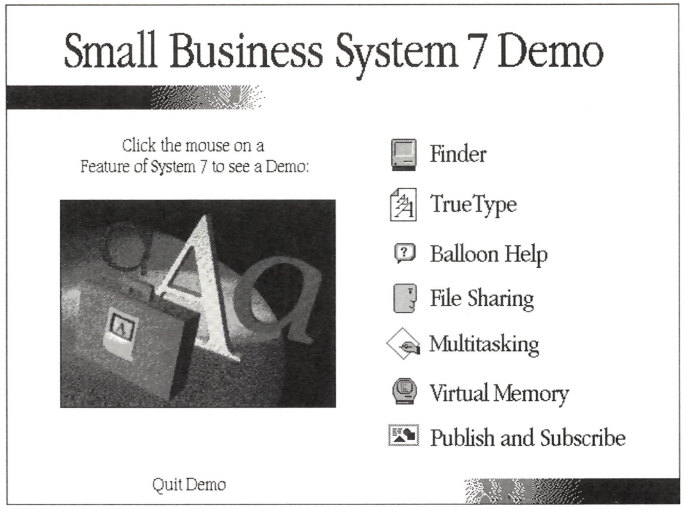
Say This

Macintosh has always allowed users to get up and running fast. That's an asset to any business, since it means greater productivity in less time. Now, new built-in features provide even faster access to information, when and where you need it. Let's walk through some of the key features of System 7.

Do This

Open **System 7 Presentation** folder.
Select both the **System 7 Presentation** and the **HyperCard 2.0** application.
Choose **Open** under the File menu.
Click **Start Demo** icon. ▸
Click any icon at any time to begin a demo.

Show This



Main Menu

Finder

Say This

We'll start with the new Finder system software features. These enhancements are especially important since the Finder allows you to more effectively manage your desktop. Let's begin with the Apple menu, and show you how your business can profit from increased accessibility to information.

- We all have files and applications that we work with more often than others. Now you can add those commonly-used items to the Apple menu.
- This means you won't have to spend time closing documents and folders in order to open others, helping you use your time even more effectively and efficiently.
- It's just a sample of how the new Macintosh operating system provides greater access to information more easily than ever — with just a click of the mouse.

Now let me show you.

If you've ever wanted to have access to a file from more than one place on a hard drive or over a network, now you can, thanks to a new feature called Alias. It's a time- and space-saving tool that lets you create and place "shadows" of applications or documents in as many folders as you choose.

- Aliases aren't actual copies of documents. They're comparable to pointers that tell you where the original is located.
- When you open an Alias, it actually links back to the original file, and opens it. So you are always making changes to the original.
- Since you can also access Aliases from computers on a network, you'll save even more time and increase accuracy.

Now let me show you.

Do This

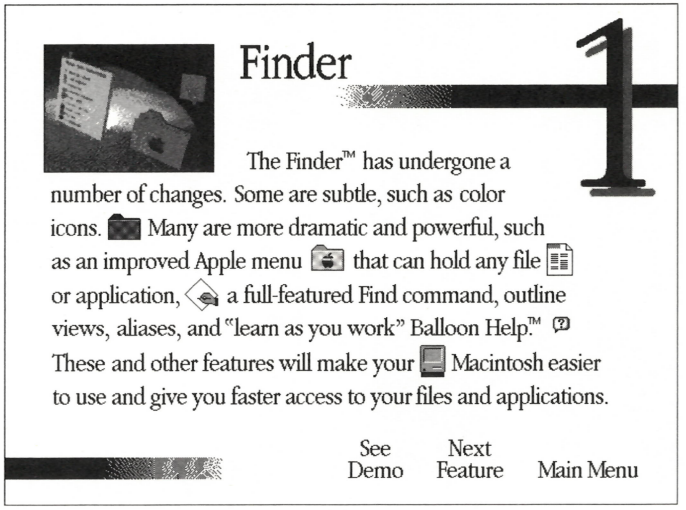
Click **Finder** icon.
Review **Finder** information. ▸
Click **See Demo** on bottom of screen.
Review **Apple Menu** dialog box.

Click **Apple Menu** dialog box.
This file demonstrates the enhanced accessibility of the Apple menu.

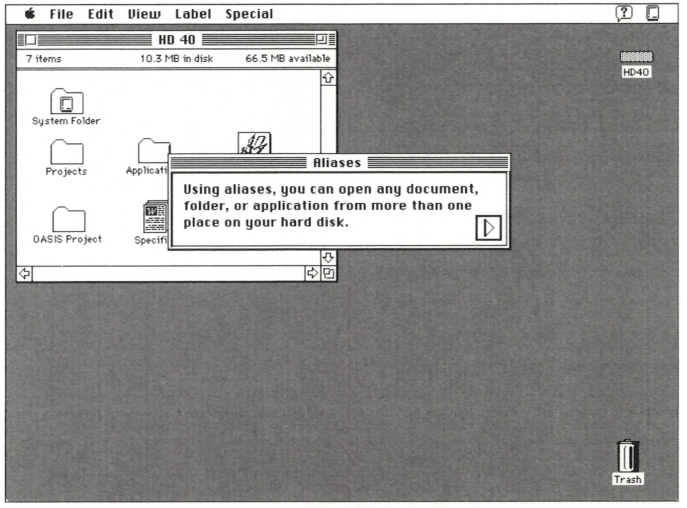
Review **Aliases** dialog box. ▸

Click **Aliases** dialog box.
This file demonstrates creating an Alias.

Show This


Finder
The Finder™ has undergone a number of changes. Some are subtle, such as color icons. Many are more dramatic and powerful, such as an improved Apple menu that can hold any file or application, a full-featured Find command, outline views, aliases, and "learn as you work" Balloon Help.™ These and other features will make your Macintosh easier to use and give you faster access to your files and applications.
See Demo
Next Feature
Main Menu

Finder



Aliases

Say This

Accessing and installing fonts and desk accessories has become simpler and more efficient with System 7. That's because the new Macintosh system allows you to access them from the Apple menu.

- Just double click on the System Items folder to access and preview all the fonts and desk accessories available to you.
- New fonts and desk accessories can also be easily installed by simply dragging them into the System Folder.

Now let me show you.

If you're looking for a report, but can't remember what you named it or where you filed it, the Macintosh can help you find files instantly.

- You've always been able to find files by name on the Macintosh. Now you can find them by size, modification date, document type and more — even a part of a word.
- The Find command will locate the file, even if it's stored in a folder within another folder, and bring it to the desktop.

Now let me show you.

Do This

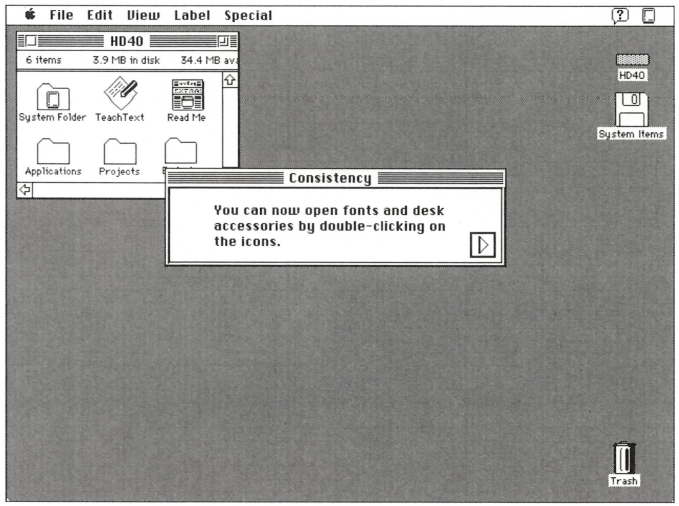
Review **Consistency** dialog box. ▸

Click **Consistency** dialog box.
Click **Installing Fonts and Desk Accessories** dialog box.
These files demonstrate how to access, preview, and install fonts and desk accessories.

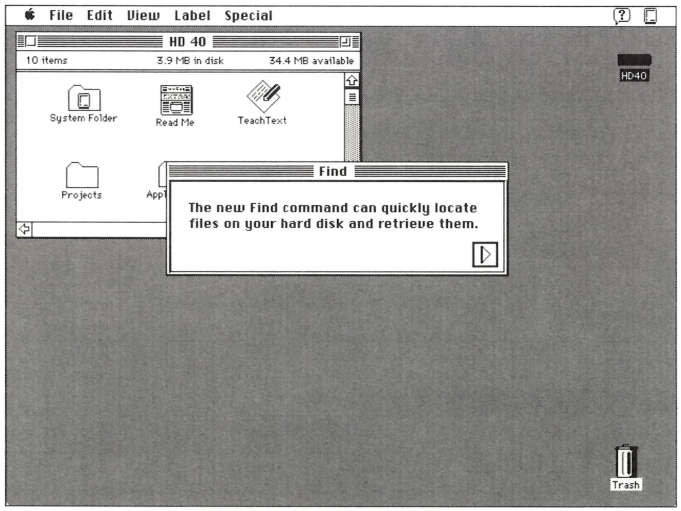
Review **Find** dialog box. ▸

Click **Find** dialog box.
This file demonstrates the enhanced Find command.

Show This



Accessories



Find

Say This

System 7 also makes it easier to view all of your folders and their contents in outline format without having to open them.

- A folder and everything within it is listed in a hierarchical outline view within a single window.
- Another click of the mouse and everything is stored in its original position.
- Of course, the faster you find your files, the faster you can complete your work.

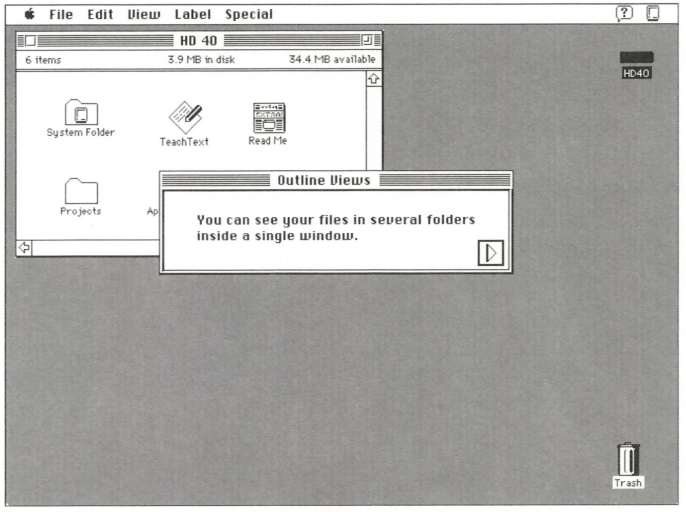
Now let me show you.

Do This

Review **Outline Views** dialog box. ▸

Click **Outline Views** dialog box.
This file demonstrates how you can view folders in an outline format.

Show This



Viewing Files in Outline View

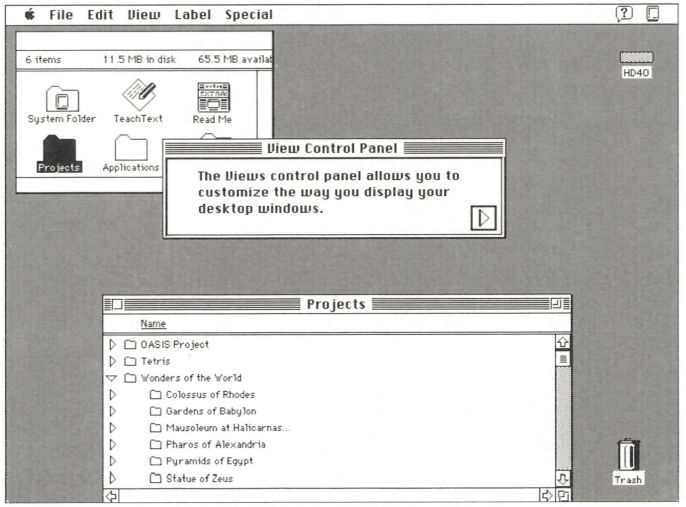
The Macintosh has always given users flexibility in choosing how to view the desktop. Now with System 7, there are many new ways to customize your desktop.

- For example, you can select the style and size of the font displayed in the desktop window, and how icons are aligned.
- When you view the contents of a desktop window – by selecting name, size, kind, date or label – the contents of each folder are displayed in outline format.

Now let me show you.

Review **View Control Panel** dialog box. ▸

Click **View Control Panel** dialog box.
This file demonstrates how you can change the look of your desktop windows.



Views and Control Panel

Say This

Let's take a closer look at how System 7 maximizes your choices in viewing the desktop. Let's start with the ability to customize icon labels.

- You can assign customized labels to icons, and sort them by specific classifications, for example, hot, cold or update daily.
- A palette of colors is provided so you can assign color to icons symbolizing your classifications. This will make it easier for you to quickly recognize and prioritize folders and files on your desktop.
- And so you will always remember your labeling system, you can reference them in the Label pull-down menu.
- These capabilities will allow you to further customize and organize your work in the manner that works best for you.

Now let me show you.

System 7 also gives you flexibility in moving around within windows.

- You can use the mouse to scroll down when selecting icons without having to stop and use the scroll bar.
- It's one more way the Macintosh helps you work intuitively and visually.

Now let me show you.

Do This

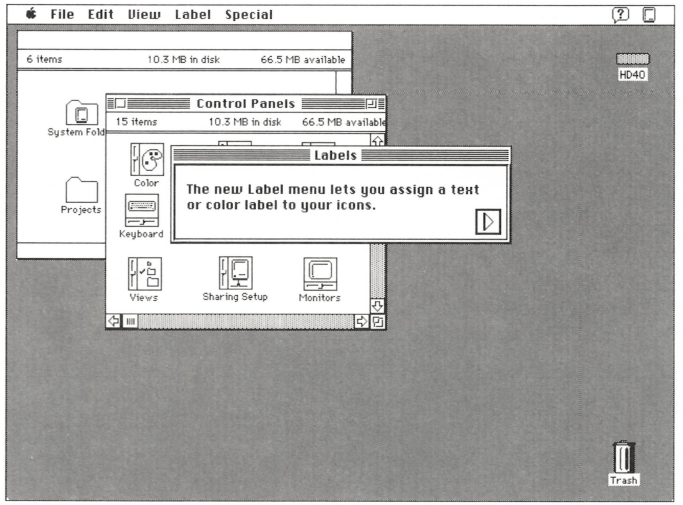
Review **Labels** dialog box. ▸

Click **Labels** dialog box.
This file demonstrates how customized labels can be assigned to icons on your desktop.

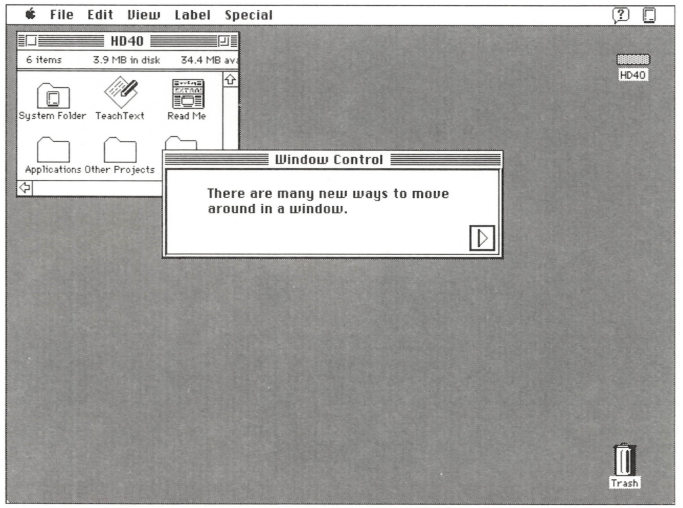
Review **Window Control** dialog box. ▸

Click **Window Control** dialog box.
This file demonstrates the flexibility of windows control.

Show This



Customized Icon Labels



Window Control

Say This

System 7 has taken personalizing the desktop to an even higher level, by allowing you to create and paste in customized icons.

- You can paste in a certain icon, or create your own for quick and easy recognition.
- This feature will help you prioritize and organize your desktop for even greater productivity.

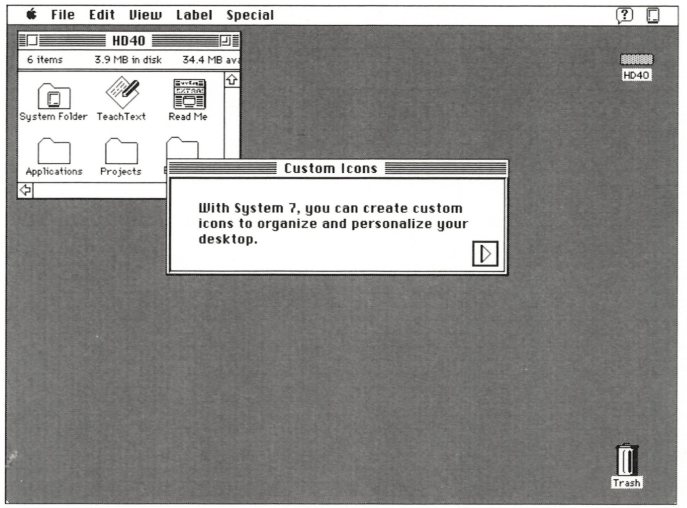
Now let me show you.

Do This

Review **Custom Icons** dialog box. ▸

Click **Custom Icons** dialog box.
This file demonstrates how to customize your icons.

Show This



Custom Icons

Another way the Macintosh maximizes desktop flexibililty and productivity is by enabling you to navigate within windows using the keyboard.

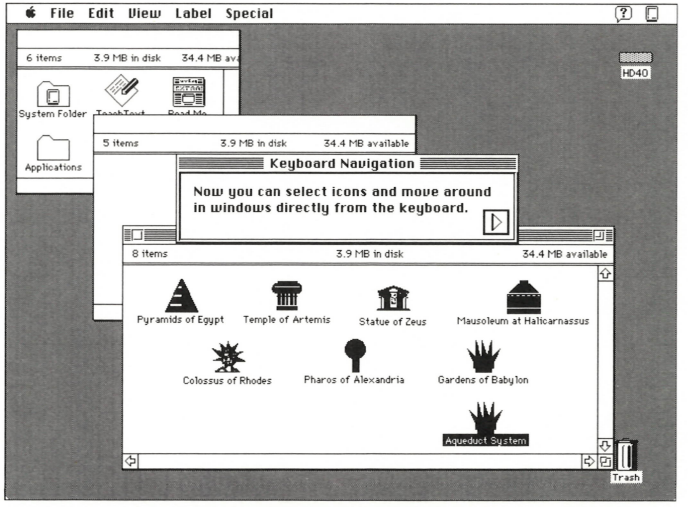
- So if you're accustomed to working without a mouse, you can.
- And, of course, the ease of "point and click" is always available. So you can work with the mouse whenever you'd like.

Now let me show you.

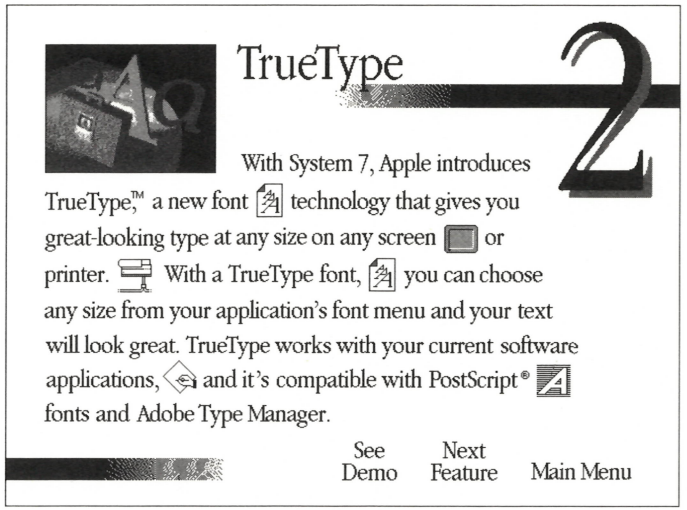
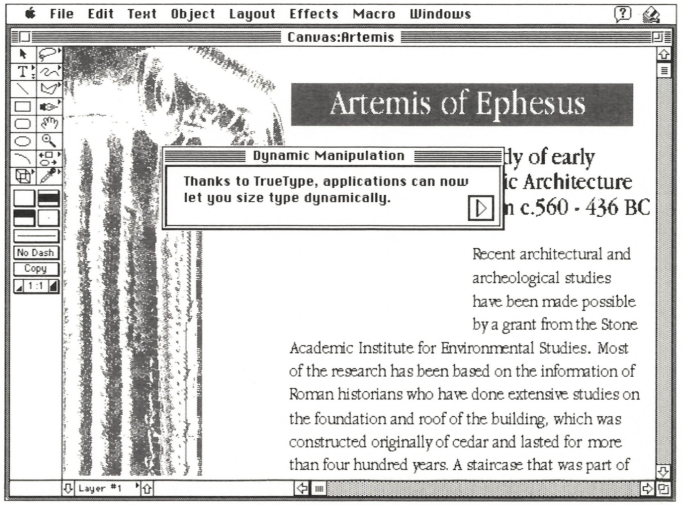
Review **Keyboard Navigation** dialog box. ▸

Click **Keyboard Navigation** dialog box.
This file demonstrates the ability to navigate in a window with the keyboard.

Demo will automatically advance to TrueType.



Keyboard Navigation

Say This	Do This	Show This
One of the keys to doing well in business is professional-looking correspondence. • With new TrueType fonts, you'll have sharp, great-looking text at any size, with any Macintosh-compatible printer, and with any software program. • TrueType fonts can be mixed with existing bitmap, PostScript and Adobe Type Manager fonts you might currently have. Now let me show you.	Review **TrueType** information. ▸ Click **See Demo** on bottom of screen. Review **Any Size** dialog box. Click **Any Size** dialog box. This file demonstrates the capability of TrueType at any font size.	 *TrueType*
New System 7 applications take the guesswork out of sizing your text. • Fonts can be stretched to virtually any size and still retain their crispness and smooth lines. • TrueType allows you to automatically resize your fonts to fit within a specific area. • The Macintosh will reduce costs since you will be able to do more of your work in-house. Now let me show you.	Review **Dynamic Manipulation** dialog box. ▸ Click **Dynamic Manipulation** dialog box. This file demonstrates how fonts can be resized to fit any area you choose. Demo will automatically advance to Balloon Help.	 *TrueType*

Balloon Help

Say This

Whether you're a first-time Macintosh user or a veteran, sometimes you need help along the way. Now assistance is always available with Balloon Help. This interactive learning tool will allow you to learn very quickly about all Macintosh has to offer.

- To use Balloon Help, simply point at the item with the mouse and a balloon appears providing you with an explanation.
- For example, if you want to learn about an icon shaped like a folder, just point to it and watch the balloon and definition appear.
- Balloon Help will explain all desktop features, from the menu to scroll bars.
- Balloon Help can provide online help while you're working in a new System 7 application, saving the time of having to look everything up in a manual.
- Balloon Help will speed up the learning process, allowing you to be more productive.

Now let me show you.

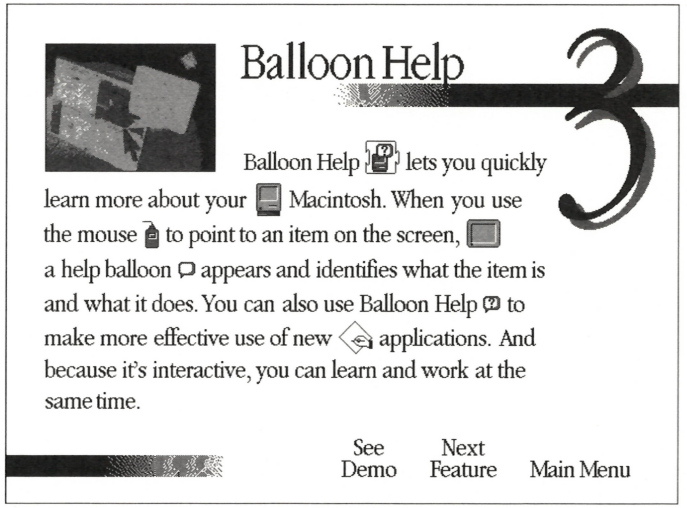
Do This

Review **Balloon Help** information. ▸
Click **See Demo** on bottom of screen.
Review **Balloon Help** dialog box.

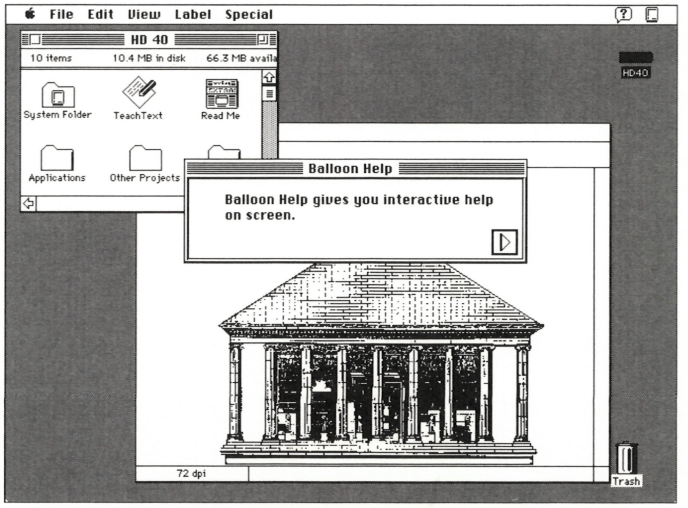
Click **Balloon Help** dialog box. ▸
This file demonstrates the benefits of Balloon Help.

Demo will automatically advance to File Sharing.

Show This


Balloon Help
Balloon Help lets you quickly learn more about your Macintosh. When you use the mouse to point to an item on the screen, a help balloon appears and identifies what the item is and what it does. You can also use Balloon Help to make more effective use of new applications. And because it's interactive, you can learn and work at the same time.
See Demo
Next Feature
Main Menu

Balloon Help



Balloon Help

File Sharing

Say This

Teamwork is one of the things that makes a business thrive. Thanks to the new File Sharing features built-in to System 7, groups can easily share documents and data over a network, making teamwork easier, more economical and more convenient than ever.

- Just connect two or more computers together and activate File Sharing by simply selecting a folder, then choosing Sharing from the File menu.
- Security is built-in, allowing you to decide which individuals or groups of users should have access to your files.
- You can give users a password to allow access to certain files. You can also determine the action they can take, like read only, edit and print.

Now let me show you.

File Sharing makes it easier for people to collaborate because it allows direct access to shared folders and files.

- For example, you could work on a report in the morning, and a colleague could retrieve it from your computer and edit it in the afternoon, whether across the hall or three flights up.
- File Sharing is a real money saver since you won't need to purchase a separate file server computer or special software to share files.

Now let me show you.

Do This

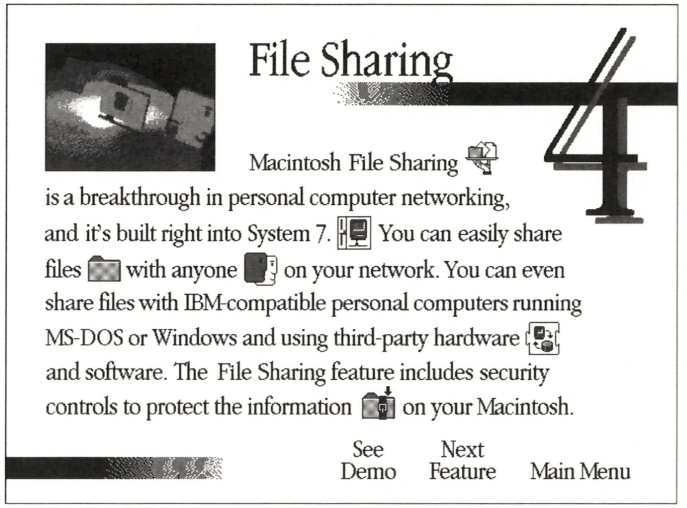
Review **File Sharing** information. ▸
Click **See Demo** on bottom of screen.
Review **Share a Folder** dialog box.

Click **Share a Folder** dialog box.
This file demonstrates the ability to share files and folders.

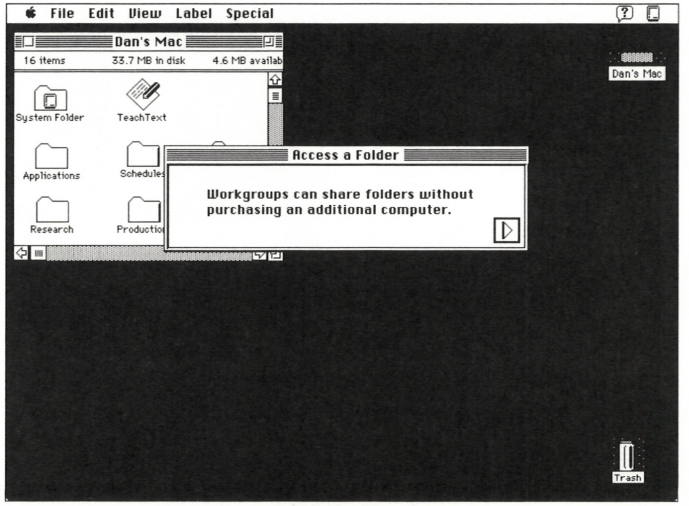
Review **Access a Folder** dialog box. ▸

Click **Access a Folder** dialog box.
This file demonstrates the ability to access other files and folders.

Show This


File Sharing
4
Macintosh File Sharing
is a breakthrough in personal computer networking, and it's built right into System 7. You can easily share files with anyone on your network. You can even share files with IBM-compatible personal computers running MS-DOS or Windows and using third-party hardware and software. The File Sharing feature includes security controls to protect the information on your Macintosh.
See Demo
Next Feature
Main Menu

File Sharing



File Sharing

File Sharing

Say This

You can also copy files from shared folders to your hard drive.

- Since you won't have to re-enter data, you'll increase productivity and accuracy.
- With the Macintosh, you can also share files with MS-DOS personal computers through standard networking systems such as Novell, 3Com, Digital and IBM.

Because networking is built into every Macintosh computer, System 7 and File Sharing now provide an easy, inexpensive solution for workgroups on a network — without a dedicated file server.

Now let me show you.

Do This

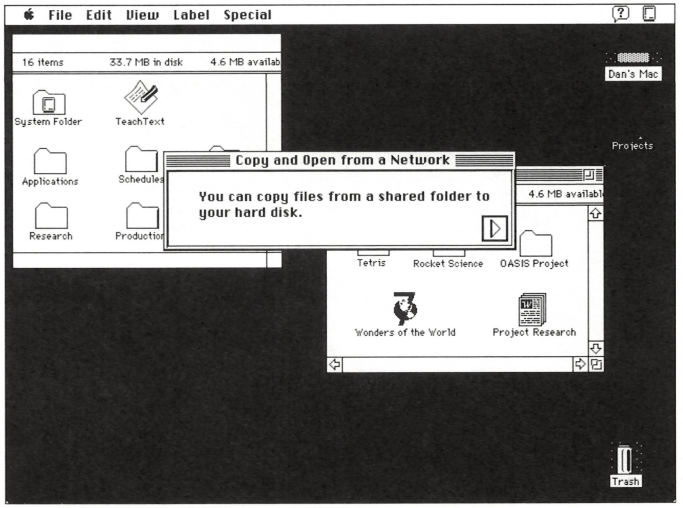
Review **Copy and Open from a Network** dialog box. ▸

Click **Copy and Open from a Network** dialog box.

This file demonstrates how to access fies from a network.

Demo will automatically advance to Multitasking.

Show This



File Sharing

Multitasking

Say This

Multitasking lets you work the way you usually do — on many things at once, like calculating spreadsheets, writing reports and preparing presentations. That's because Multitasking allows you to have more than one application open at the same time, and switch from one to another with a single click of the mouse.

- You can easily copy and paste text and graphics between documents in different programs, without having to close one to gain access to another.
- You can continue to work while printing in the background.
- You can even copy another file in the background, allowing you to continue working.

Now let me show you.

Multitasking also gives you the ability to do background processing.

- For example, while you're working on a research report, the Macintosh can take care of other activites in the background, like sorting information in your database.
- Since Multitasking will maximize your ability to work, you'll be able to get more done in less time. And that adds up to greater profitability.

Now let me show you.

Do This

Review **Multitasking** information. ▸
Click **See Demo** on bottom of screen.
Review **Copy and Paste** dialog box.

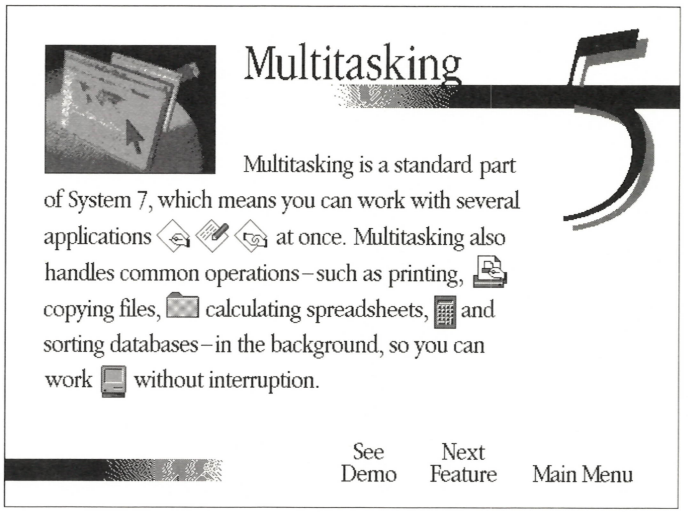
Click **Copy and Paste** dialog box.
Click **Background Printing** dialog box.
Click **Background Copying** dialog box.
These files demonstrate how you can copy and paste, print and copy files in the background while continuing to work.

Review **Background Processing** dialog box. ▸

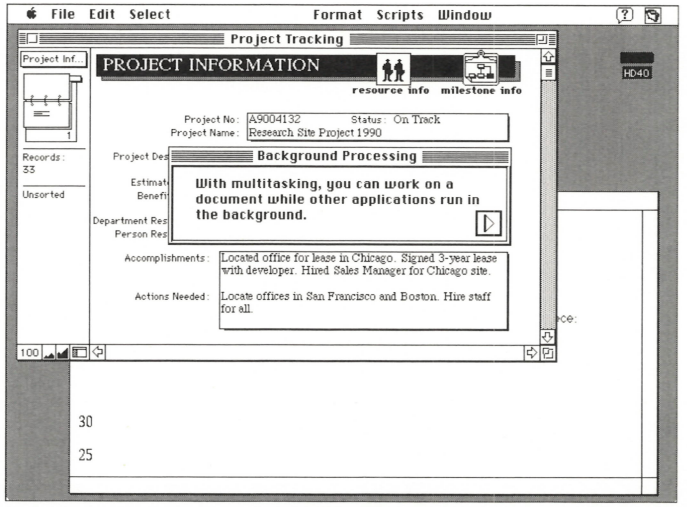
Click **Background Processing** dialog box.
This file demonstrates how you can run other programs in the background.

Demo will automatically advance to Virtual Memory.

Show This


Multitasking
Multitasking is a standard part of System 7, which means you can work with several applications at once. Multitasking also handles common operations – such as printing, copying files, calculating spreadsheets, and sorting databases – in the background, so you can work without interruption.
See Demo
Next Feature
Main Menu

Multitasking


File Edit Select
Format Scripts Window
Project Tracking
PROJECT INFORMATION
resource info
milestone info
Project No: A9004132
Status: On Track
Project Name: Research Site Project 1990
Background Processing
With multitasking, you can work on a document while other applications run in the background.
Accomplishments: Located office for lease in Chicago. Signed 3-year lease with developer. Hired Sales Manager for Chicago site.
Actions Needed: Locate offices in San Francisco and Boston. Hire staff for all.
HD40
30
25

Multitasking

Virtual Memory

Say This

Sometimes when you're using your computer, you may need more memory to run certain software applications or to create larger text files, databases or graphics files.

- Virtual memory means you can run more applications simultaneously, and create larger documents without purchasing additional memory.
- For example, a 4MB Macintosh can run programs as if it had 8MB of memory by allocating available disk space as extra memory.

Now let me show you.

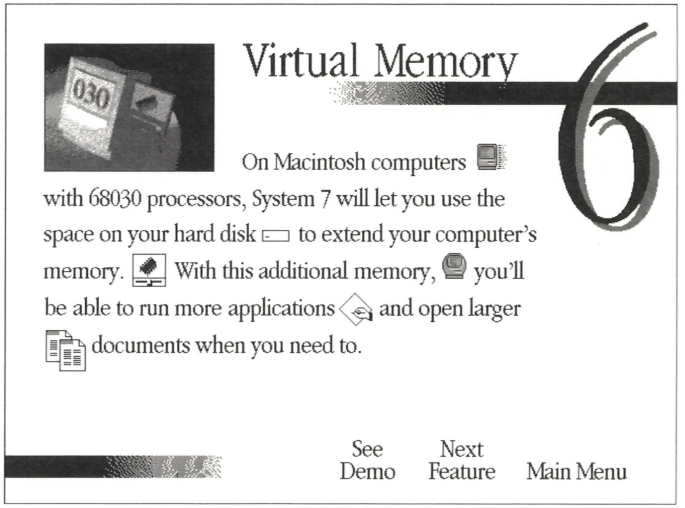
Do This

Review **Virtual Memory** information. ▸
Click **See Demo** on bottom of screen.
Review **Increase Memory** dialog box.

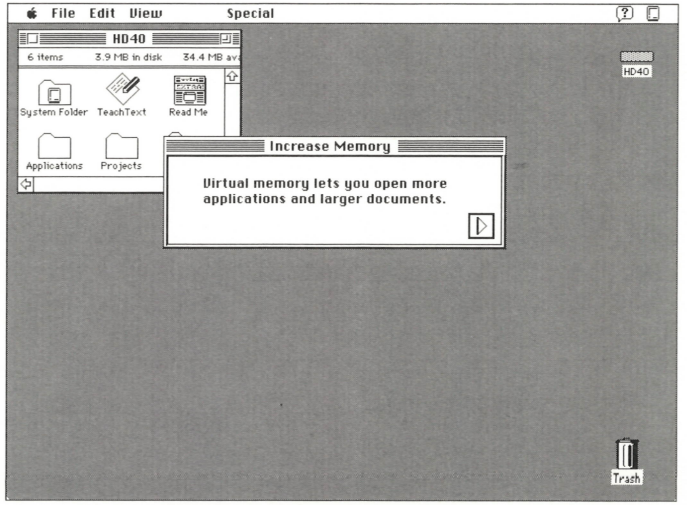
Click **Increase Memory** dialog box. ▸
This file demonstrates the ability to extend your computer's memory.

Demo will automatically advance to Publish and Subscribe.

Show This


Virtual Memory
6
On Macintosh computers with 68030 processors, System 7 will let you use the space on your hard disk to extend your computer's memory. With this additional memory, you'll be able to run more applications and open larger documents when you need to.
See Demo
Next Feature
Main Menu

Virtual Memory



Virtual Memory

Publish and Subscribe

Say This

Cut and paste have always been great features of the Macintosh, allowing you to easily exchange portions of data, however small or large, between documents. Now there's an exciting new level of cut and paste called Publish and Subscribe, which allow applications to automatically update linked data — even if one computer is turned off.

- For example, you can Publish information such as sales data from your accounting program to your spreadsheet program.
- You can then establish a link between the programs by Subscribing to the data.

Now let me show you.

You can enhance your data for greater visual impact by creating a chart in the spreadsheet program and publishing it back to your accounting program.

- When you change your accounting numbers, the chart is automatically updated in both the accounting program and the spreadsheet program.

Now let me show you.

Do This

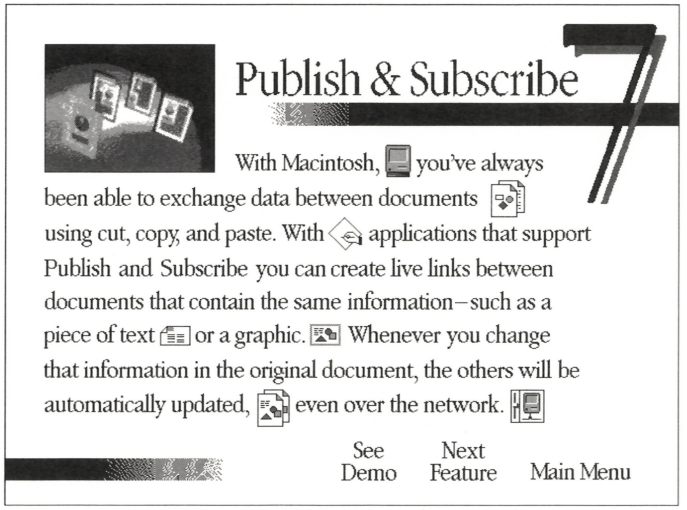
Review **Publish and Subscribe** information. ▸
Click **See Demo** on bottom of screen.
Review **Between Applications** dialog box.

Click **Between Applications** dialog box.
Click **Publish** dialog box.
Click **Subscribe** dialog box.
These files demonstrate how to automatically link and update information betweeen documents.

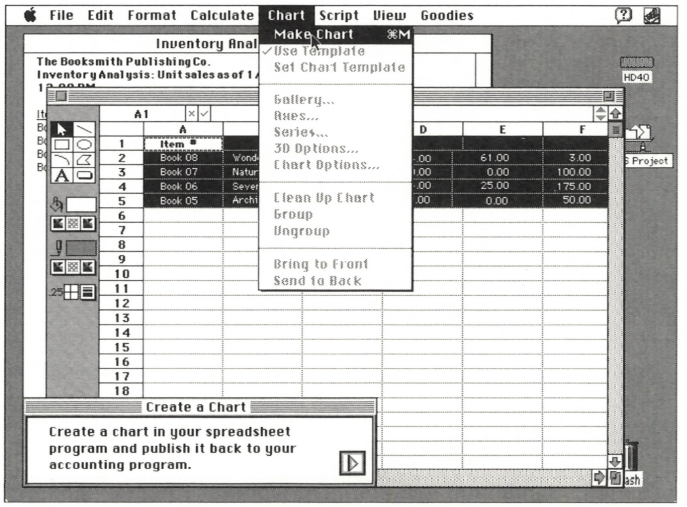
Review **Create a Chart** dialog box. ▸

Click **Create a Chart** dialog box.
Click **Update a Chart** dialog box.
These files demonstrate how linking a chart to another document can automatically update simultaneously in both documents.

Show This


Publish & Subscribe
With Macintosh, you've always been able to exchange data between documents using cut, copy, and paste. With applications that support Publish and Subscribe you can create live links between documents that contain the same information–such as a piece of text or a graphic. Whenever you change that information in the original document, the others will be automatically updated, even over the network.
See Demo
Next Feature
Main Menu

Publish and Subscribe



Publish and Subscribe

Publish and Subscribe

Say This

Publish and Subscribe also work across your network, so whether colleagues are in the same office or across town, they'll have access to the same edited and updated documents.

- With System 7, it's as easy as publishing your information and choosing a file server.
- You'll have the assurance that everyone has ready access to current information. It's a perfect way to maximize accuracy, consistency, and productivity.

Now let me show you.

Publish and Subscribe is an exceptional tool that brings communicating with colleagues and networked clients to a whole new level. All of which add up to doing business more efficiently than ever.

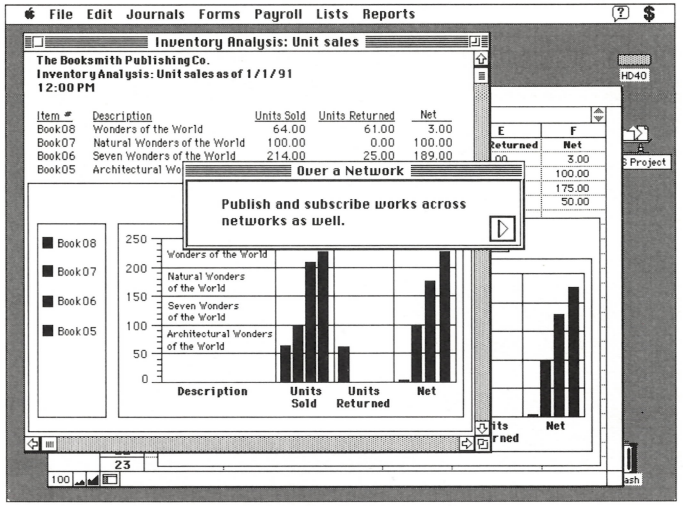
Do This

Review **Over a Network** dialog box. ▸

Click **Over a Network** dialog box.
This file demonstrates how documents can be automatically updated over a network.

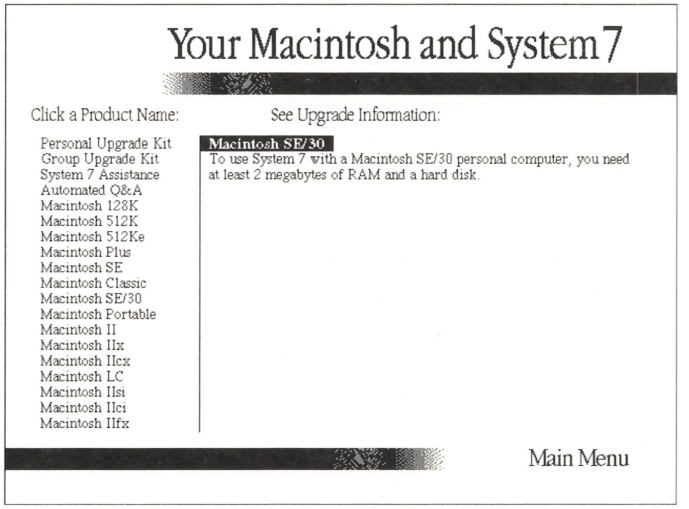
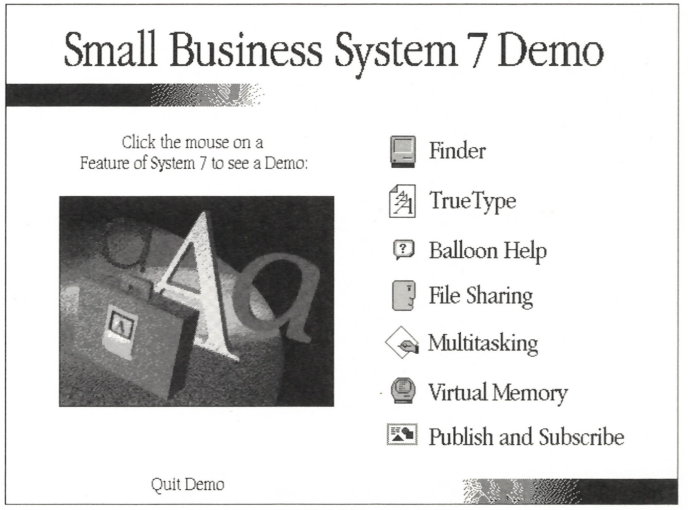
Demo will automatically advance to Your Macintosh and System 7.

Show This



Publish and Subscribe

Summary

Say This	Do This	Show This
We've also developed an upgrade guide entitled, "Your Macintosh and System 7". It's designed to indicate the requirements necessary to upgrade any Macintosh configuration you might currently have.	Click any **Product Name**. ▸ Review **Upgrade** Information. Click **Main Menu** on bottom of screen.	 ***Upgrade Information***
Today we've seen how the new advanced features of the Macintosh and System 7 can give you and your employees even more powerful capabilities and greater ease-of-use. For example, direct and even faster access to sharing files and automatic updating of documents will facilitate teamwork. And multiple ways of finding files and the ability to work on several things at once will increase individual productivity. Of course, System 7 and Macintosh will adapt to your working environment and provide solutions for your business needs. That's because they were designed to work the way a true personal computer should: like you do — intutitively, consistently, and visually. That's the power of Macintosh.	Click **Quit Demo** on bottom of screen. Click **OK** in dialog box to return to desktop.	 ***Main Menu***